

**INFLUENCED BY INFORMATION TECHNOLOGY SOCIAL PORTRAIT OF AN  
INDIVIDUAL AND THE TRANSFORMATION OF SOCIAL ROLES**

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**Annotation:** This article explores the impact of modern ICT on human personality and social roles from a sociological perspective. As a result of the expansion of the digital environment, the popularization of social networks and the integration of artificial intelligence into everyday life, the social portrait and social roles of the individual are radically changing. This article explores the impact of modern ICT on human personality and social roles from a sociological perspective. As a result of the expansion of the digital environment, the popularization of social networks and the integration of artificial intelligence into everyday life, the social portrait and social roles of the individual are radically changing. The article analyzes the sociological essence of these changes, contextual interpretations of social roles, and changes in the forms of self-awareness and self-expression of the individual. It is shown that the process of digital transformation leads to a blurring of the border between personal life and social relations. In addition to highlighting current issues, the article also shows the new responsibilities and opportunities facing society.

**Keywords:** information technology, digital transformation, social portrait of an individual, social roles, digital identity, social media, virtual reality, role conflicts, digital citizenship.

The rapid development of information and Communication Technologies has radically changed the way of life in modern society. The Internet, mobile communications, social networks, artificial intelligence and digital platforms have a direct impact on the individual's self-awareness process, social roles and communicative strategies. Now a person operates not only in physical space, but also in virtual space. This complicates the social portrait of the individual, giving rise to a mosaic of roles.

A social portrait of a person is a harmonious embodiment of his position in society, social role, spiritual and cultural aspects, communicative features, moral and intellectual characters. In the digital environment, this portrait is becoming multilevel, multi-faceted and changeable. For example, there may be significant differences between a person's real-life personality and his image in the virtual world. social portrait of a person is a harmonious embodiment of his position in society, social role, spiritual and cultural aspects, communicative features, moral and intellectual characters. In the digital environment, this portrait is becoming multilevel, multi-faceted and changeable. For example, there may be significant differences between a person's real-life personality and his image in the virtual world. This discrepancy, on the other hand, reinforces the internal contradictions associated with the social identity of the individual.

Social roles, on the other hand, are a set of behaviors expected by society from an individual. Under the influence of information technology, these roles are also changing. Previously, roles such as parents, teachers, leaders, students were implemented in specific social contexts, but now these roles have entered a new form in the digital context. For example, the teacher now has a pedagogical activity not only in the classroom, but also on digital platforms such as Zoom, Telegram, Google Meet. social roles, on the other hand, are a set of behaviors expected by society from an individual. Under the influence of information technology, these roles are also

changing. Previously, roles such as parents, teachers, leaders, students were implemented in specific social contexts, but now these roles have entered a new form in the digital context. For example, the teacher now has a pedagogical activity not only in the classroom, but also on digital platforms such as Zoom, Telegram, Google Meet. This requires technological adaptation of the role.

The expansion of social media platforms allowed the individual to choose more roles and test them. In the Virtual world, the user can manifest in different images through different Nick, avatar and accounts, creating his own alternative social roles. This situation is interpreted by modern scholars such as Ulrich Beck and Zigmunt Bauman as a constant variability of personal identity in the context of “liquid modernity” (liquid modernity).

However, these changes do not lead to only positive consequences. The abundance of social roles in the digital environment can create role conflicts, identity crises, and psychological tensions in the individual. Among young people, for example, there is an increase in cases of over-indulgence in online image, self-assessment through “perfectionist syndrome”, likes and comments. This increases artificiality and social pressure in the perception of the personal self.

Information technology is also causing the transformation of social norms and values. The norms of social morality, which were previously customs, are changing and new virtual values are being formed. For example, trends such as the public disclosure of privacy, self-promotion, constant online presence determine the modern social portrait of an individual. And concepts such as digital citizenship, online ethics, cyberethics characterize new social roles and responsibilities.

Under these circumstances, the individual is forced to be active in creating his or her social identity. Because social status in society is now determined not only by real-life successes, but also by Prestige, participation and activity in the virtual world. This requires the individual to have digital competencies, media literacy, and social adaptability.

Sociological analysis shows that the impact of Information Technology on an individual is primarily due to its participation in the social network. Virtual communities, Telegram-channels, YouTube blogs, TikTok content form the criteria for thinking, emotional response and social assessment of an individual. This condition manifests itself especially sharply among young people. They often face an identity crisis, unable to coordinate real-life roles with virtual ones.

Thus, Information Technology has a strong influence on the social portrait and roles of the individual, transforming them. Managing this process, training an individual to engage in conscious activities in a digital environment, increasing media literacy is one of the main tasks facing society. Social institutions-education, family, media and government bodies-are responsible for preparing a person for modern social roles in cooperation.hus, Information Technology has a strong influence on the social portrait and roles of the individual, transforming them. Managing this process, training an individual to engage in conscious activities in a digital environment, increasing media literacy is one of the main tasks facing society. Social institutions-education, family, media and government bodies-are responsible for preparing a person for modern social roles in cooperation. Otherwise, the negative impact of information technology can lead to social disconnection, de-personalization and role disorders.

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